

WAVE 3 PHASE 1 QUALITATIVE RESEARCH: GENERAL MARKET AT-RISK YOUTH TOBACCO PREVENTION FOCUS GROUPS

SCREENER

Respondent's name:	Email address:
_____	_____
Street address:	Mobile phone:
_____	_____
_____	Home phone:
_____	_____
Recruited for session number:	Recruiter:
_____	_____

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 2 minutes per response for PARENTS and 5 minutes per response for YOUTH to complete the survey (the time estimated to read and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASstaff@fda.hhs.gov.

INTRODUCTION:

Hello, my name is _____, and I am calling on behalf of The Sound Research, a professional marketing research company. We are currently inviting people to participate in a focus group. We're hoping there may be someone in your household who may qualify. Please be assured that this research does not involve sales of any kind, we are just interested in your opinions. The focus group will be held on _____ and will last **90 minutes**. Those who participate will receive a \$50 gift card as a thank you for their time. May I please ask you a few questions to see if someone in your household qualifies for this study?

SECTION 1: READ TO PARENT

1. Do you have any children currently living in the household?
 1. Yes
 2. No **TERMINATE**
2. Please tell me the gender, age, and grade level of the children living in the home.
CHILD 1: (GENDER) _____ (AGE) _____ (GRADE) _____

CHILD 2: (GENDER) _____ (AGE) _____ (GRADE) _____
CHILD 3: (GENDER) _____ (AGE) _____ (GRADE) _____
CHILD 4: (GENDER) _____ (AGE) _____ (GRADE) _____

IF NO CHILDREN BETWEEN 12-17 IN HOUSEHOLD – THANK AND TERMINATE

**RESPONDENTS MUST BE BETWEEN THE AGES OF 12-17
GROUPS TO BE SEPARATED BY AGE & GENDER**

3. Are you the parent or legal guardian of the children living in the household?
1. Yes **GO TO SECTION 2**
2. No
4. Can I speak to the parent or legal guardian of the children?
1. Yes
2. No **IF NOT HOME, FIND OUT WHEN THEY WILL BE HOME AND CALL BACK.**

READ TO PARENT: Hello, my name is _____, and I am calling on behalf of The Sound Research, a professional marketing research company. I understand you have a child within the ages of 12-17 living in the home. We are currently inviting people to participate in a focus group. We're hoping there may be someone in your household who may qualify. Please be assured that this research does not involve sales of any kind, there would be no attempt to sell you or your child anything. We are just interested in your child's opinions. All of the information gathered in the focus group will be used for research purposes only and kept private to the extent allowable by law. The focus group will be held on _____ and will last **90 minutes**. Those who participate will receive a \$50 gift card as a thank you for their time. May I please ask you a few questions to see if a child in your household qualifies for this study?

THERE WOULD BE NO ATTEMPT TO SELL YOU OR YOUR CHILD ANYTHING AS ALL OF THE INFORMATION GATHERED IN THE FOCUS GROUP WILL BE USED FOR RESEARCH PURPOSES ONLY AND HELD STRICTLY KEPT PRIVATE CONFIDENTIAL TO THE EXTENT ALLOWABLE BY LAW.

SECTION 2:

READ TO PARENT AND ASK THEM TO ANSWER THE FOLLOWING QUESTIONS ON BEHALF OF THEIR CHILD)

1. Have you, or has any member of your immediate family, or a close friend, now or in the past 5 years, worked for any of the following types of businesses?

(READ LIST SLOWLY AND RECORD RESPONSE BELOW)

- ... an advertising or public relations firm?
- ... a marketing or market research firm or department?
- ... a marketing or market research consultant?
- ... any kind of media company—like a TV or radio station or newspaper?
- ... the government or a government agency?
- ... a manufacturer or representative of tobacco?

IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE

2. We are hoping to speak to people from households who represent various income levels. Which best describes your total annual household income?

Less than \$30,000	<input type="checkbox"/>	CONTINUE
\$30,000 - \$54,999	<input type="checkbox"/>	CONTINUE
\$55,000 - \$74,999	<input type="checkbox"/>	CONTINUE
\$75,000 - \$99,999	<input type="checkbox"/>	CONTINUE
\$100,000 or more	<input type="checkbox"/>	CONTINUE
Don't Know/Prefer Not to Answer	<input type="checkbox"/>	CONTINUE

3. If your son/daughter qualifies, do you consent to him/her taking part in the focus group?

1. Yes
2. No **TERMINATE**

TO PARENTS:

I would now like to speak with your son/daughter to ask him/her a few questions about teens' opinions on smoking. May I please speak with him/her now? **IF NOT HOME, FIND OUT WHEN THEY WILL BE HOME AND CALL BACK.**

TO YOUTH:

ONCE RESPONDENT IS ON THE PHONE READ:

Hello, my name is _____, and I am calling on behalf of The Sound Research, a professional marketing research company. I just spoke with your mom/dad/guardian and she/he said it would be ok if I ask you a few questions to see if you qualify to take part in a focus group. We are currently inviting people to participate in a focus group. We're hoping that you may qualify. Please be assured that this research does not involve sales of any kind, we are just interested in your opinions. The focus group will be held on _____ and will last **90 minutes**. Those who participate will receive a \$50 gift card as a thank you for their time. May I please ask you a few questions?

1a. Have you ever participated in a research study?

- Yes
No **SKIP TO Q2**

1b. How long ago did you participate in a research study?

- 0 – 6 months **TERMINATE**
6 – 12 months
12 months or more

2. Which of the following statements best describes your feelings toward advertising? By advertising, we mean in any form (billboards, TV commercials, ads in bus shelters, etc.)

1. I dislike advertising **TERMINATE**
2. I don't mind advertising **CONTINUE**
3. I like advertising **CONTINUE**
4. I really like advertising **CONTINUE**

Switching gears now, I'd like to ask you a few questions about smoking. Since we are focusing on tobacco, when I use the word "smoking" I am referring to smoking cigarettes only.

3a. Have you **ever tried** a cigarette, even one or two puffs?

- Yes **CONTINUE**
No **SKIP TO Q5 FOR OPEN NON-TRIER GROUP QUALIFICATION**

3b. About how many cigarettes have you smoked in your entire life? You can just say a number and not mention the word cigarette. Your best guess is fine.

1 or more puffs - 99 cigarettes (more than 1 pack but fewer than 5 packs) **CONTINUE [QUALIFY FOR EXPERIMENTER GROUP]**

100 or more cigarettes (5 or more packs) **TERMINATE**

1 or more puffs but never a whole cigarette	1	QUALIFY FOR EXPERIMENTER GROUP
1 cigarette	2	
2 to 5 cigarettes	3	
6 to 15 cigarettes (about ½ a pack total)	4	
16 to 25 cigarettes (about 1 pack total)	5	
More than 1 pack but less than 5 packs	6	
100 or more cigarettes (5 or more packs)	7	TERMINATE

4. During the past 30 days, on how many days did you smoke cigarettes?

- | | | |
|---------------|---|------------------|
| 0 days | 1 | |
| 1 or 2 days | 2 | |
| 3 to 5 days | 3 | |
| 6 to 9 days | 4 | |
| 10 to 19 days | 5 | |
| 20 to 29 days | 6 | |
| All 30 days | 7 | TERMINATE |

OPEN NON-TRIER QUESTIONS: ASK Q5-Q8 TO THOSE WHO MENTIONED NEVER SMOKING A CIGARETTE

5. Do you think you will try a cigarette soon?

- | | |
|----------------|---|
| Definitely yes | 4 |
| Probably yes | 3 |
| Probably not | 2 |
| Definitely not | 1 |

6. Do you think you will smoke a cigarette at any time in the next year?

- | | |
|----------------|---|
| Definitely yes | 4 |
| Probably yes | 3 |
| Probably not | 2 |
| Definitely not | 1 |

7. Do you think that in the future you might experiment with cigarettes?

- | | |
|----------------|---|
| Definitely yes | 4 |
| Probably yes | 3 |
| Probably not | 2 |
| Definitely not | 1 |

8. If one of your best friends were to offer you a cigarette, would you smoke it?

- | | |
|----------------|---|
| Definitely yes | 4 |
| Probably yes | 3 |
| Probably not | 2 |
| Definitely not | 1 |

[If Q5-Q8 all = 1, TERMINATE]

ASK EVERYONE:

9. Which of the following statements best describes you? **(READ LIST & CHECK BELOW)**

() I am considered pretty outspoken and LOVE to voice my opinions. **CONTINUE**

() I join in conversations but tend to let others speak first **CONTINUE**

() I am a bit shy and feel awkward saying stuff **TERMINATE**

10. My next question is somewhat different. Please just say what comes to mind. If you had your own reality TV show, what would be the name of the show and what would it be about?

Ok, just a couple more questions. We are hoping to speak to people from households that represent various races and/or ethnicities.

11. Would you consider yourself as Hispanic or Latino?

Yes
No

12. What race or races best describes your child? (You can choose one answer or more than one answer)

American Indian or Alaska Native
Asian
Black or African American
Native Hawaiian or Other Pacific Islander
White
Other

INVITATION:

Thank you for your responses! We would like to invite you to participate in this study.

FOCUS GROUP

The face-to-face focus group is where you will be joined by a group of people your age. The focus group would be taking place at _____ on _____ **(INSERT DAY/DATE/TIME)** in the evening. The group will last approximately 90 minutes or 1.5 hours and it will be necessary for you to stay the entire time. Refreshments/snacks will be served.

We are inviting only a small number of individuals to be a part of this research project, so your opinions and participation are very important to us. You will receive a \$50 gift card as a token of appreciation for your participation.

1.. Do you consent to taking part in the focus group on _____ **(INSERT DATE AND TIME)** at _____ **(INSERT FACILITY LOCATION)**?

1. Yes **CONTINUE**
2. No **TERMINATE**

RECRUITER: PLEASE ENSURE RESPONDENT LIVES WITHIN 45 MINUTES OF THE FACILITY.

Your focus group on _____ **(INSERT DATE AND TIME)** will be held at:

(INSERT LOCATION)

Because we are only inviting a limited number of people to take part in this study, it is vital that everyone participates. However, if for any reason you are unable to participate in this study or have any further questions about this study, please call _____.

In case we need to contact you regarding this study, please confirm your contact details below.

NAME _____
PHONE NUMBER _____